

What is claimed is:

- 1           1. A content broadcasting system being connected via a
- 2 network to a central processing device and a plurality of
- 3 terminal devices, the content broadcasting system configured
- 4 for broadcasting content from the central processing device
- 5 to the terminal devices, and characterized in that
- 6           the central processing device is configured by
- 7 comprising:
- 8           a content-accepting module for accepting offers of
- 9 content from the terminal devices;
- 10           a content memory for storing accepted content;
- 11           an ad-accepting module for accepting advertising data
- 12 from the terminal devices;
- 13           an ad data memory for storing advertising data accepted
- 14 by said ad-accepting module;
- 15           a network publishing module for publishing information
- 16 related to the content stored in said content memory,
- 17 together with advertising data stored in said ad data
- 18 memory; and
- 19           a content broadcast module for accepting content
- 20 broadcast requests from the terminal devices and
- 21 broadcasting requested content to the terminal devices where
- 22 there have been broadcast requests.

1           2. A content broadcasting system as set forth in claim  
2 1, further provided with a broadcast fee billing module  
3 established so as to charge broadcast requesters a pre-set  
4 broadcast fee wherein said content broadcast module has  
5 broadcast content to the terminal devices where there have  
6 been broadcast requests.

1           3. A content broadcasting system being connected via a  
2 network to a central processing device and a plurality of  
3 terminal devices, the content broadcasting system configured  
4 for broadcasting content from the central processing device  
5 to the terminal devices, and characterized in that

6           the central processing device is configured by  
7 comprising:

8           a content-accepting module for accepting offers of  
9 content from the terminal devices;

10          a content memory for storing accepted content;

11          a network publishing module for publishing information  
12 related to the content stored in said content memory;

13          an ad-accepting module for, in broadcasting the  
14 content, accepting from the terminal devices advertising  
15 data to be attached to content that is broadcast;

16          an ad data memory for storing correlatively with  
17 corresponding content, advertising data accepted by said ad-  
18 accepting module;

19 a content broadcast module for accepting content  
20 broadcast requests from the terminal devices and  
21 broadcasting to the terminal devices where there have been  
22 broadcast requests requested content together with the  
23 advertising data to be attached to content.

1 4. A content broadcasting system as set forth in claim  
2 3, wherein said content broadcast module is configured so  
3 as, in response to requests from the terminal devices, to  
4 attach advertising selectively to and broadcast content to  
5 the terminal devices where there have been broadcast  
6 requests.

1 5. A content broadcasting system as set forth in claim  
2 4, being further provided with a broadcast fee billing  
3 module established so as to charge broadcast requesters a  
4 pre-set broadcast fee wherein said content broadcast module  
5 has broadcast content without attaching advertising data, to  
6 the terminal devices where there have been broadcast  
7 requests.

1 6. A content broadcasting system as set forth in claim  
2 3, wherein said network publishing module is:

3 configured to publish overview information relating to  
4 content stored in said content memory, and meanwhile to  
5 broadcast in response to requests from the terminal devices  
6 detailed information relating to content stored in said  
7 content memory; at the same time

8           configured to count per content item number of times  
9   detailed information on content items has been accessed  
10 through the terminal devices; and further  
11           configured to publish the access count together with  
12 the overview information.

1           7. A content broadcasting system as set forth in claim  
2 6, being further provided with an ad fee computing module  
3 for computing based on the access count counted by said  
4 network publishing module an advertising fee varying  
5 according to what number the access count is.

1           8. A content broadcasting system as set forth in claim  
2 7, being further provided with an ad fee billing process  
3 module for charging advertising applicants advertising fees  
4 computed by said ad fee computing module.

1           9. A content broadcasting system as set forth in claim  
2 3, wherein said content broadcast module is configured so as  
3 to count the number of times each content item is broadcast  
4 to the terminal devices; and wherein said network publishing  
5 module is configured so as to publish the broadcast count  
6 counted by said content broadcast module.

1           10. A content broadcasting system as set forth in claim  
2 9, being further provided with an ad fee computing module  
3 for computing based on the broadcast count counted by said  
4 content broadcast module an advertising fee varying  
5 according to what number the broadcast count is.

1        11. A content broadcasting system as set forth in claim  
2 10, being further provided with an ad fee billing process  
3 module for charging advertising applicants advertising fees  
4 computed by said ad fee computing module.

1        12. A content broadcasting system as set forth in claim  
2 3, further provided with a content rating module for  
3 accepting rating information relating to content received  
4 from the terminal devices having received broadcast of  
5 content, and carrying out a content rating process on each  
6 content item by tallying the accepted rating information;  
7 wherein said network publishing module is configured so as  
8 to publish results of ratings by said content rating module.

1        13. A content broadcasting system as set forth in claim  
2 12, being further provided with an ad fee computing module  
3 for computing based on the results of ratings by said  
4 content rating module advertising fees varying according to  
5 rating results.

1        14. A content broadcasting system as set forth in claim  
2 13, being further provided with an ad fee billing process  
3 module for charging advertising applicants advertising fees  
4 computed by said ad fee computing module.

1        15. A contest execution system being connected via a  
2 network to a central processing device and a plurality of  
3 terminal devices, the contest execution system configured  
4 for broadcasting content from the central processing device

5 to the terminal devices and configured so as to set up  
6 contests utilizing the content in the central processing  
7 device, and characterized in that  
8 the central processing device is configured by  
9 comprising:  
10 a content-accepting module for accepting offers of  
11 content from the terminal devices;  
12 a content memory for storing accepted content;  
13 an ad-accepting module for accepting advertising data  
14 from the terminal devices;  
15 an ad data memory for storing advertising data accepted  
16 by said ad-accepting module;  
17 a network publishing module for publishing, together  
18 with advertising data stored in said ad data memory, contest  
19 proposal material utilizing the content stored in said  
20 content memory;  
21 a participation-accepting module for accepting  
22 applications from the terminal devices to participate in  
23 contests, and broadcasting content to terminal devices where  
24 there have been applications;  
25 a contest-held results accepting module for accepting  
26 from the terminal devices results of contests executed  
27 utilizing the content; and

28 a contest-tallying module for tallying contest-held  
29 results accepted by said contest-held results accepting  
30 module and thereby assigning contest participant rankings.

1 16. A contest execution system as set forth in claim  
2 15, wherein said participation-accepting module is  
3 established so as to broadcast together with the content  
4 advertising data stored in said ad data memory, to terminal  
5 devices where there have been participation applications.

1 17. A contest execution system as set forth in claim  
2 15, wherein said participation-accepting module is  
3 configured so as to count participation applicant number;  
4 and wherein said network publishing module is configured so  
5 as to publish the participation applicant count counted by  
6 said participation-accepting module.

1 18. A contest execution system as set forth in claim  
2 15, further provided with proposal accepting module for  
3 accepting from the terminal devices contest proposals  
4 utilizing content stored in said content memory; the network  
5 publishing module being configured so as to publish proposal  
6 material accepted by the proposal accepting module, together  
7 with the advertising data stored in said ad data memory.

1 19. A contest execution system being connected via a  
2 network to a central processing device and a plurality of  
3 terminal devices, the contest execution system configured  
4 for broadcasting content from the central processing device

5 to the terminal devices and configured so as to set up  
6 contests utilizing the content in the central processing  
7 device, and characterized in that  
8 the central processing device is configured by  
9 comprising:  
10 a content-accepting module for accepting offers of  
11 content from the terminal devices;  
12 a content memory for storing accepted content;  
13 an ad-accepting module for accepting advertising data  
14 from the terminal devices;  
15 an ad data memory for storing advertising data accepted  
16 by said ad-accepting module;  
17 a network publishing module for publishing contest  
18 proposal material utilizing the content stored in said  
19 content memory;  
20 a participation-accepting module for accepting  
21 applications from the terminal devices to participate in  
22 contests, and broadcasting the content to terminal devices  
23 where there have been applications, together with  
24 advertising data stored in said ad data memory;  
25 a contest-held results accepting module for accepting  
26 from the terminal devices results of contests executed  
27 utilizing the content; and



28           a contest-tallying module for tallying contest-held  
29 results accepted by said contest-held results accepting  
30 module and thereby assigning contest participant rankings.

1           20. A contest execution system as set forth in claim  
2 19, wherein said participation-accepting module is  
3 configured so as to count participation applicant number;  
4 and wherein said network publishing module is configured so  
5 as to publish the participation applicant count counted by  
6 said participation-accepting module.

1           21. A contest execution system as set forth in claim  
2 19, further provided with proposal accepting module for  
3 accepting from the terminal devices contest proposals  
4 utilizing content stored in said content memory; the network  
5 publishing module being configured so as to publish proposal  
6 material accepted by the proposal accepting module, together  
7 with the advertising data stored in said ad data memory.